

The Advertising Production Club of New York Announces Strategic Corporate Partnership with Scodix Ltd.; Continues upward momentum with Scholarship program



1888PressRelease - Strategic partnership announced between Advertising Production Club of New York (APC-NYC), the leading industry trade organization, and SCODIX, the leading provider of digital enhancement solutions. Partnership will support NY Advertising industry and Media Production Scholarship Program for students.

New York, NY - The Advertising Production Club of New York (APC-NYC), the leading non-profit New York Advertising industry trade organization, today announces a strategic Corporate Partnership with Scodix Ltd. the leading provider of digital enhancement solutions for the graphic arts industry. Using Scodix SENSE™ technology, creative and design professionals all over the world are applying unmatched, high-quality digital enhancements that make printed products (i.e. packaging, promotional, corporate collateral, yearbooks, albums and annual reports...) uniquely stand out, while awakening additional viewer senses. The company's aim is to lead print enhancement into the digital age and to be known for its passion and commitment to providing what their customers need the most - true brand differentiation for today's highly competitive printing environment.

"At the APC-NYC we aim to expose our members to the latest technologies in all Advertising Production categories from traditional to new media. Scodix represents one of the most innovative technologies to come out of the printing business in many years. We simply couldn't be happier that we formed this partnership with a company who is impacting our industry in such a ground-breaking way and we look forward to working together to help educate our industry and foster our charitable endeavors together to help students across the NY tri-state area with college scholarships!" states APC-NYC's President, Paul Nicholson.

The partnership was announced today in anticipation of an exciting fall lineup of events for the APC-NYC members and industry at large as the APC-NYC maintains their momentum in building the club's membership and awareness, bringing the NY Advertising Production industry together for networking opportunities and raising money to be given as scholarships to talented students in the NY metro area.

Upcoming club events are to include:

- On October 7th, the two organizations will host an educational event entitled, Production & Technology: Life In The Fast Lane, where various advances in Advertising technologies will be discussed and presented by experts in the fields of CGI, Video Gaming, Augmented Reality, Interactive Paper, 3D Printing etc.
- On November 10th, The APC-NYC will host its Annual Advertising Production Person of the Year Awards (APPY) where the organization will honor the best of the Production professionals in the industry, Rising stars and a Lifetime achievement award winner.

"As Scodix expands its business in the NY metro area, it is important for us to partner with leaders in the

Advertising community. The Advertising Production Club of NY, and its members, represents the most senior-level decision makers and purchasers of production services and products in the Advertising capital of the world... therefore this is a perfect partner for us." notes Amit Shvartz, Vice President of Marketing, Scodix.

About the Advertising Production Club of New York (APC-NYC):

The Advertising Production Club of New York (APC-NYC) is a community of production professionals in traditional, digital and emerging media. The APC provides educational programs and networking opportunities designed to keep our members informed about new technologies, best practices and industry trends. The APC performs this service to the industry in an effort to raise money to be awarded as scholarships to those interested in studying the graphic arts.

About Scodix

Scodix Ltd. is the established leader of digital print enhancement presses for the Graphic Arts industry, offering print service providers and converters the ability to add value to the products they provide to their customers. The company's digital enhancement presses and Scodix SENSE™ solution offer unmatched, high-quality enhancement capabilities that make the graphic communications printed product stand out from the rest and leave a lasting impression. For more information about Scodix please visit <http://www.scodix.com>

<http://www.apc-nyc.org>

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